

## **Air Resources Board 4<sup>th</sup> Quarter Outreach Report**

### **Outreach events October - December 2001:**

|                |   |
|----------------|---|
| October 3      | Department of General Services<br>Transportation Conference |
| October 4      | UC Davis TMA event  |
| October 19     | Lincoln Rideshare Fair                                      |
| October 20-24  | EVS 18  |
| October 26-28  | Michelin Bibendum   |
| November 8     | Clean Cities, Advancing the Choice                          |
| December 11-14 | EVAA Electric Transportation Industry<br>Conference         |

### **Current ZEV Outreach Projects**

- ? Promoting EV Rentals to Cal/EPA employees
  - ? Created booking number so that State employees will get State rate when booking with EV Rental Cars
  - ? Implementing contest to track use of EV Rental cars by State employees
- ? New ZEV promotional products for ETIC and other outreach/educational events
- ? New display created for ETIC
- ? Updating ARB fact sheets

### **Future Outreach Projects**

- ? Development of ZEV brochure to keep in vehicles and hand out to interested parties.
- ? Development of Cal/EPA public education program using ZEVs